

**Government of the District of Columbia**  
**Department of Consumer and Regulatory Affairs**



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**DCRA's Office of Consumer Protection Warns Retailers  
Against Selling Analog TV's Without Posting Consumer Alerts**

(Washington, D.C.) The DC Department of Consumer and Regulatory Affairs' Office of Consumer Protection will be on the prowl for District retailers displaying and selling analog televisions without the mandated consumer alerts as part of its dTV transition initiative.

DCRA recently completed an investigation of a District retailer who was displaying and selling analog televisions without the required "Consumer Alerts" being posted. District retailers could face fines up to \$8,000 per television for violating the federal requirements. District companies should expect additional compliance inspections over the next few months.

The Federal Communications Commission has already levied millions of dollars in fines against retailers that failed to display the proper consumer alerts.

As of March 1, 2007, all television reception devices (including TVs, VCRs, DVRs, etc.) imported into the United States or shipped by interstate commerce must contain a digital tuner. Retailers may continue to sell their remaining inventory of analog only devices, but must prominently display on or near inventory a Consumer Alert label with the following or similar advisory:

**CONSUMER ALERT**

**This television receiver has only an analog broadcast tuner and will require a converter box after February 17, 2009, to receive over-the-air broadcasts with an antenna because of the Nation's transition to digital broadcasting. Analog-only TVs should continue to work as before with cable and satellite TV services, gaming consoles, VCRs, DVD players, and similar products. For more information, call the Federal Communications Commission at 1-888-225-5322 (TTY: 1-888-835-5322) or visit the Commission's digital television website at: [www.dtv.gov](http://www.dtv.gov).**

In 1996, the U.S. Congress mandated that full-power television stations analog broadcasting would cease on February 17, 2009. After that date, full power television stations will broadcast in digital only. The switch from analog to digital television is referred to as the digital TV (dTV)

transition. This means conventional television broadcasting, as we currently know it, will come to an end.

Nationally, more than 34 million households will be affected by the dTV transition, including approximately 70 million television sets, according to data released by the National Association of Broadcasters. Importantly, those most disproportionately affected by the dTV transition will be seniors, minority populations, the economically disadvantaged and those living in rural areas.

The federal government is providing households up to two \$40 coupons that can be used toward the purchase of a DTV converter box that plugs into an existing analog set and allows continued free television reception. The boxes are available at retail stores that sell electronic equipment.

Retailers in the District of Columbia failing to properly warn consumers that analog television sets will be incapable of receiving broadcast signals on their own after the transition could face stiff penalties. The DCRA Office of Consumer Protection will take action against those that try to take advantage of consumers. The federal government is trying to ease the transition by requiring the alerts be put on or next to TV's that do not include digital tuners and retailers in the District will be held accountable to comply with those guidelines.

For more information about the dTV Transition, go to DCRA's website [dcra.dc.gov](http://dcra.dc.gov) and click on Office of Consumer Protection under Services.

*The Department of Consumer and Regulatory Affairs protects the health, safety, economic interests, and quality of life of residents, businesses, and visitors in the District of Columbia by issuing licenses and permits, conducting inspections, enforcing building, housing, and safety codes, regulating land use and development, and providing consumer education and advocacy services.*

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